We claim:

1.   A process for providing interactions between distinct internet users comprising:

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a.   providing via the internet to a computer an internet based publication in which is embedded a distinct network banner which comprises a user interface and executable coding enabling user data input and output;

10   b.   said network banner communicating via the internet with a synchronization server capable of receiving and sending data to multiple users who have such a network banner; and

c.   said synchronization server communicating via the internet with the same executable coding provided to a second, distinct computer.

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2.   A process according to claim 1 wherein the synchronization server is configured to maintain multiple persistent connections.

3.   A process according to claim 1 wherein the network banner is coded in Flash.

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4.   A process according to claim 1 additionally comprising said synchronization server providing data provided by the first network banner to a network banner on a third, distinct computer.

25   5.   A process according to claim 1 wherein each network banner is assigned a unique identification by the synchronization server.

6.   A process according to claim 1 comprising an additional step of the synchronization matching computers on which the network banners have been loaded.

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7.   A network banner residing within a web page comprising:

a   a banner user interface embedded in, but distinct from the web page user interface; and

35   b.   the user interface containing executable software which enables the user to send and receive data from a synchronization server.

8.   A network banner according to claim 7 wherein the network banner is coded in Flash.

40   9.   A network banner according to claim 7 wherein the network banner is embedded within a distributed application.

10.   A network banner according to claim 7 wherein the network banner includes a multi-player game.

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11.   A network banner according to claim 7 wherein the network banner is assigned a unique identifier by a synchronization server.

12.   A network banner according to claim 11 which is matched with another network banner by the synchronization server.

13.   A network banner according to claim 7 additionally comprising a second network banner embedded in another web page capable of sending and receiving data from the synchronization server.

14.   An architecture for communicating in real time among different internet users comprising:

    a.   the same network banners loaded onto two or more different computers which computers are connected to the internet wherein the network banners are embedded within, but distinct from web pages distinct from the banners; and

    b.   a synchronization server connected to the internet capable of sending and receiving date from the network banners.

15.   An architecture according to claim 14 wherein each network banner is assigned a unique identification.

16.   An architecture according to claim 15 wherein the data among the network banners is synchronized by the synchronization server.

17.   An architecture according to claim 14 wherein the network banners are encoded in Flash.

18.   An architecture according to claim 14 wherein data entered through a network banner on one computer is transmitted via the synchronization server to a second network banner on a second computer.

19.   An architecture according to claim 14 wherein therein are multiple synchronization servers.

20.   An architecture according to claim 14 wherein three or more network banners are matched together by the synchronization server.